

CONTRACT



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Media Advantage
395 Pleasant Valley
West Orange, NJ 07052

<u>Contract / Revision</u> 881763 /		<u>Alt Order #</u> 06032921
<u>Product</u> WINNING OUR FUTURE		
<u>Contract Dates</u> 02/28/12 - 03/06/12		<u>Estimate #</u>
<u>Advertiser</u> Winning Our Future		<u>Original Date / Revision</u> 02/28/12 / 02/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	02/28/12	03/02/12	6-7a news	6-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$350.00			
N 2	WLWT	02/28/12	03/02/12	NBC Today Show	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$400.00			
N 3	WLWT	03/06/12	03/06/12	NBC Today Show	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-1-----				1	\$400.00			
N 4	WLWT	02/28/12	03/02/12	NBC Today Show II	9-10a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$175.00			
N 5	WLWT	02/28/12	03/02/12	12-1230p M-F news	12-1230p		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$90.00			
N 6	WLWT	02/28/12	03/02/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$150.00			
N 7	WLWT	02/28/12	03/02/12	5-530p M-F news	5-530p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				1	\$275.00			
N 8	WLWT	02/28/12	03/02/12	530-6p M-F news	530-6p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				1	\$375.00			
N 9	WLWT	03/05/12	03/05/12	530-6p M-F news	530-6p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	1-----				1	\$375.00			
N 10	WLWT	02/28/12	03/02/12	6-630p M-F news	6-630p		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				3	\$400.00			
N 11	WLWT	03/05/12	03/05/12	6-630p M-F news	6-630p		:30			NM	1	\$400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract Dates	Product	Estimate #
02/28/12 - 03/06/12	WINNING OUR FUTURE	
Advertiser		Original Date / Revision
Winning Our Future		02/28/12 / 02/28/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	1-----				1	\$400.00			
N 12	WLWT	02/28/12	03/02/12	11-1135p M-Su	11-1135p		:30			NM	2	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-TWTF--				2	\$405.00			
N 13	WLWT	03/03/12	03/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----SS				2	\$300.00			
N 14	WLWT	03/03/12	03/03/12	NBC Saturday Today	Sa8-10a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$400.00			
N 15	WLWT	03/03/12	03/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$300.00			
N 16	WLWT	03/03/12	03/04/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----SS				2	\$300.00			
N 17	WLWT	03/04/12	03/04/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$550.00			
N 18	WLWT	03/04/12	03/04/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$250.00			
Totals											28	\$8,865.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 -03/06/12	28	\$8,865.00	\$7,535.25
Totals	28	\$8,865.00	\$7,535.25

Signature: _____ Date: _____

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